

Appln No. 10/757,637

Amdt date June 8, 2005

Reply to Office action of December 8, 2004

Amendments to the Specification:

Please amend the paragraph on page 2, lines 19-30 as follows:

Also, consumers often shop for discounts and cruise lines often offer particular cruise ships at a discount. For example, very few cruises are ever sold at the list price. The amounts discounted from list prices do not indicate how good the deals are. Whether or not a ~~deals~~-deal is "good" depends on the discount of the actual true worth of the cruise. Most of the deals advertised by the cruise lines, such as the ones advertised in news papers, magazines, or online, are items identified by travel agents based on their experience and guesses and might not always reflect the best deals.

Please amend the paragraph on page 3, lines 21-24 as follows:

Another embodiment of the invention provides a method ~~fee~~ for evaluating a cruise price. Pricing data is obtained and an expected price of the cruise is calculated. The cruise price is compared with the expected price.

Please amend the paragraph on page 4, lines 9-10 as follows:

~~FIG.~~-FIGS. 4A-4E show sample charts of seasonal price changes utilized in one embodiment of the invention;

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Please amend the paragraph on page 4, lines 11-13 as follows:

~~FIG.~~FIGS. 5A-5C show sample displays of cruise ratings and/or price indexes utilized in one embodiment of the invention;

Please amend the paragraph on page 4, lines 15-17 as follows:

~~FIG.~~FIGS. 6A-6E ~~shows~~show samples of displaying ratings of discounted cruise prices utilized in one embodiment of the invention; and

Please amend the paragraph on page 4, lines 23-31 as follows:

An ~~exemplary~~exemplary embodiment is directed to an automated method which can be performed by a computer for rating cruises as well as to a computer system for implementing it. The embodiment is directed to a method for objectively analyzing prices of a ship over a period of time, factoring in one or more variables which are known to effect the price, and computing a price-based index for that ship. The cruise may also receive a rating, based on the price-based index, which will reflect the value of that cruise.

Please amend the paragraph on page 5, lines 26-33 as follows:

In another embodiment, ratings of cruise ships from the same cruise line company can be used to calculate a rating for

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that cruise line company. For example, an average rating may be determined. As a result, shoppers will be able to compare various cruise line companies, in addition to various ships. For example, shoppers may be able to compare overall ratings and determine that Carnival Cruises is ~~rated~~ rated higher or lower than ~~Carnival~~ Royal Caribbean Cruises.